

Message Text

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ACTION EB-08

INFO OCT-01 EUR-12 ISO-00 SP-02 ICA-20 AID-05 NSC-05
TRSE-00 SS-15 STR-07 OMB-01 CEA-01 CIAE-00
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TAGS: ETRD BEXP DA
SUBJ: INTERAGENCY TASK FORCE TO DEVELOP A NATIONAL EXPORT POLICY

REF: STATE 95673

AS REQUESTED REFTEL, THE EMBASSY SUBMITS THE FOLLOWING SUGGESTIONS
AND COMMENTS FOR CONSIDERATION:

A) EXPORT CONSULTANT PROGRAM. A GROUP OF FIRMS MANUFACTURING
RELATED BUT NON-COMPETITIVE PRODUCTS COULD HIRE A MARKETING
CONSULTANT WITH TECHNICAL EXPERTISE AND THOROUGH FAMILIARITY
WITH RESPECTIVE FIRMS' PRODUCTS TO CONDUCT IN-DEPTH OVERSEAS
MARKET RESEARCH. THE EXPORT CONSULTANT WOULD INTERVIEW MANUFACT-
URERS WITH THE VIEW TO DETERMINING WHICH OF CLIENTS PRODUCTS
WOULD COMPLEMENT FOREIGN FIRMS' PRODUCTION. SPECIFIC FIELDS SUCH
AS ELECTRONIC COMPONENTS WOULD PARTICULARLY LEND THEMSELVES TO
THIS APPROACH. US GOVERNMENT COULD SUBSIDIZE SUCH EFFORTS BY
PAYING APPROXIMATELY HALF OF CONSULTANT'S SALARY, TRAVEL EXPENSES,
AND SALES LITERATURE COSTS. DANISH GOVERNMENT/INDUSTRY INITIATED
SIMILAR PROGRAM FIVE YEARS AGO WITH 8 CONSULTANTS IN FIELD. TODAY,
THERE ARE 70 CONSULTANTS ACTIVELY ENGAGED IN THE PROGRAM.

B) DISTRICT OFFICE STAFFING. BOTH AMERICAN AND DANISH STAFF
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MEMBERS, WHO HAVE VISITED US COMMERCE DEPARTMENT DISTRICT
OFFICES IN RECENT YEARS, HAVE BEEN VERY FAVORABLY IMPRESSED WITH
THE EXPORT PROMOTION EFFORTS BEING MADE AT THOSE OFFICES.
HOWEVER, MANY OF THESE OFFICES SEEM TO BE UNDERSTAFFED AND THERE-
FORE UNABLE TO REACH MANY POTENTIAL EXPORTERS, OR PROVIDE SUCH
FIRMS THE AMOUNT OF SUPPORT THEY WOULD LIKE TO. WE BELIEVE A
SURVEY SHOULD BE MADE OF COMMERCE DISTRICT OFFICE STAFFING

REQUIREMENTS AND, IN SO FAR AS PRACTICAL, STAFFING BE EXPANDED
TO APPROPRIATE LEVELS.
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